

**Listing of the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-31. (Withdrawn)

32. (Currently Amended) A communications platform that enables users to receive electronic messages from corporations and others comprising a nickname-based routing system, said nickname-based routing system comprising logic for:

receiving an electronic message;

parsing the electronic message to determine a designation for a user;

parsing the electronic message to determine a nickname of an endpoint designated in the electronic message, the nickname of the endpoint being distinct from the designation for the user, the nickname for the endpoint being selected from a plurality of nicknames and being dynamically dependent on the endpoint selected;

accessing a database, based on the determined designation of the user and the determined nickname of the endpoint, to determine an address and type of an endpoint to route the electronic message to based on the nickname, the database correlating the designation of the user to the plurality of nicknames of endpoints, the database correlating the plurality of nicknames to a plurality of addresses;

determining a type of endpoint;

formatting at least a portion of the electronic message based on the determined type of endpoint; and

sending at least a portion of the formatted message to the determined address of the endpoint,

where the nickname for the endpoint eliminates a sender to memorize the plurality of addresses for the plurality of endpoints.

33. (Previously presented) The communications platform in claim 32, wherein said endpoint comprises an electronic mail box, a wired or wireless telephone, a facsimile machine, a paging device, or a personal digital assistant.

34. (Original) The communications platform in claim 33, wherein said nickname-based routing system comprises at least one address containing a nickname.

35. (Previously presented) The communications platform in claim 34, wherein said nickname comprises information pertaining to said user's name and endpoint.

36. (Original) The communications platform in claim 35, wherein said nickname further comprises information pertaining to said endpoint.

37. (Original) The communications platform in claim 36, wherein said information pertaining to said endpoint comprises a telephone number, a facsimile number, a pager number, an electronic address or a resident address.

Claims 38-65. (Withdrawn)

66. (Previously presented) The communications platform in claim 32, wherein the electronic message is addressed to the communications platform.

67. (Previously presented) The communications platform in claim 32, wherein the designation for the user comprises a user's name.

68. (Previously presented) The communications platform in claim 32, wherein the nickname is selected from the group consisting of phone and fax.

69. (Previously presented) The communications platform in claim 32, wherein the nickname was previously designated by the user.

70. (Previously presented) The communications platform in claim 32, wherein determining a type of endpoint to route the electronic message to is further based on the designation for the user.

71. (Previously presented) The communications platform in claim 32, wherein determining an address of the endpoint comprises accessing the database to determine the address of the endpoint based on the nickname and based on the designation for the user.

Claims 72-76. (Withdrawn)

77. (Previously presented) The communications platform in claim 32, wherein the nickname for the endpoint is selected from a plurality of nicknames.

78. (Currently Amended) The communications platform in claim 77, wherein the designation for the user is non-changeable for a specific user ~~and wherein the nickname for the endpoint is changeable depending on the endpoint selected.~~

79. (Previously presented) The communications platform in claim 78, wherein format for the electronic message comprises the designation of the user, a connector, the nickname, and the address of the communication platform.

80. (Currently Amended) A communications platform that enables users to receive electronic messages from corporations and others comprising a nickname-based routing system, said nickname-based routing system comprising logic for:

receiving an electronic message addressed to the communications platform with fields for a nickname of an endpoint and an address of the endpoint, the nickname of the endpoint being selected from a plurality of nicknames and being dynamically dependent on the endpoint selected;

parsing the electronic message to determine the nickname of the endpoint designated in the electronic message;

parsing the electronic message for the address of the endpoint designated in the electronic message;

accessing a database to determine type of the endpoint to route the electronic message to based on the nickname, the database correlating the nickname to a type of endpoint;

formatting at least a portion of the electronic message based on the determined type of endpoint; and

sending at least a portion of the formatted message to the determined address of the endpoint,

where sending the electronic message using the nickname of the endpoint and the address of the endpoint enables a sender to dynamically define the nickname in the electronic message.

81. (Previously presented) The communications platform in claim 80, wherein the address of the communications platform comprises an internet address.

82. (Previously presented) The communications platform in claim 81, wherein the address of the communications platform comprises a .com address.

83. (Previously presented) The communications platform in claim 81, wherein the address of the endpoint comprises a telephone number.

84. (Previously presented) The communications platform in claim 80, wherein the electronic message comprises a field for a designation of a user; and

further comprising parsing the electronic message to determine the designation for a user; and

wherein sending at least a portion of the formatted message to the determined address of the endpoint comprises sending at least a portion of the formatted message to the determined address of the endpoint on behalf of the determined designation of the user.

85. (New) The communications platform in claim 80, wherein the address comprises a numeric address

86. (New) The communications platform in claim 80, wherein the electronic message includes an @ symbol, and wherein the address of the endpoint is prior to the @ symbol in the electronic message.

87. (New) The communications platform in claim 80, wherein the nickname of the endpoint is not a domain name.

88. (New) The communications platform in claim 80, wherein the electronic message comprises a domain name of the communications platform, the domain name for the communications platform being separate from the nickname of the endpoint.

89. (New) The communications platform in claim 88, wherein the nickname for the endpoint is not used to route the electronic message to the domain name for the communications platform.

90. (New) The communications platform in claim 80, wherein the nickname for the endpoint is not an address.

91. (New) The communications platform in claim 32, wherein the electronic message includes an @ symbol, and wherein the nickname of the endpoint is prior to the @ symbol in the electronic message.

92. (New) The communications platform in claim 91, wherein the designation of the user is prior to the @ symbol in the electronic message.

93. (New) The communications platform in claim 91, wherein the nickname of the endpoint is prior to the @ symbol in the electronic message.

94. (New) The communications platform in claim 32, wherein the nickname of the endpoint is not a domain name.

95. (New) The communications platform in claim 32, wherein the electronic message comprises a domain name of the communications platform, the domain name for the communications platform being separate from the nickname of the endpoint.

96. (New) The communications platform in claim 95, wherein the nickname for the endpoint is not used to route the electronic message to the domain name for the communications platform.

97. (New) The communications platform in claim 32, wherein the nickname for the endpoint is not an address.

98. (New) The communications platform in claim 32, wherein a plurality of users have user designations; and

wherein the database correlates, for each of the user designations, an address for an endpoint associated with the nickname, with the addresses of the endpoints being different for each of the user designations.